

Message Text

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72

ACTION ARA-20

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 PRS-01 DRC-01 /056 W

----- 112802

R 111400Z JUN 74

FM AMCONSUL MEDELLIN

TO RUEHDC USDOC WASHDC

INFO SECSTATE WASHDC 825

USIA WASHDC

AMCONGEN SAO PAULO

AMCONGEN RECIFE

AMEMBASSY USIS BOGOTA

UNCLAS MEDELLIN 0175

E.O. 11652: N/A

TAGS: BEXP, CO

SUBJ: US SPECIAL TRADE MISSION, TEXTILE MACHINERY AND EQUIPMENT

FROM TRADE MISSION DIRECTOR AND CONSUL

SUMMARY THE MISSION COMPLETED A FULL PROGRAM OF INDIVIDUAL APPOINTMENTS WITH ALL IMPORTANT TEXTILE EXECUTIVES AND CUSTOMERS IN MEDELLIN AREA. THE TWO LARGEST TEXTILE MANUFACTURING FIRMS ARRANGED COMPLETE MILL TOURS PROVING OF GREAT INTEREST TO MEMBERS. INTENSIVE POST PREPARATION WAS EVIDENT IN ALL ARRANGEMENTS AND WAS MUCH APPRECIATED BY MISSION. UNUSUALLY EXTENSIVE USIS-ARRANGED PRESS COVERAGE AND PUBLICITY PROVIDED A RECEPTIVE ATMOSPHERE. THE MISSION DIRECTOR AND CONSUL ARE ENTHUSIASTIC ABOUT THE IMPACT OF THE MISSION, NOT ONLY ON THE TEXTILE SECTOR BUT ON THE ENTIRE MEDELLIN BUSINESS COMMUNITY. THE AMERICAN TEXTILE MACHINERY INDUSTRY IS WELL-POSITIONED TO FOLLOW UP THIS EFFORT IN MEDELLIN, THE MOST IMPORTANT TEXTILE CENTER IN SOUTH AMERICA. THE CONSUL WISHES TO COMPLIMENT USDOC FOR ITS PLANNING AND SELECTION OF MISSION AND MISSION DIRECTOR FOR HIS EXCELLENT DIRECTION OF MISSION DURING ITS MEDELLIN STAY. END SUMMARY.

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1. ON ARRIVAL IN MEDELLIN, CONSUL COOPER AND BPAO O BRIEN

CONDUCTED A COMPLETE BRIEFING FOR THE MISSION AND OUTLINED THE MEDELLIN PROGRAM. EXTENSIVE PREPARATION BY THE POST'S COMMERCIAL UNIT WAS IMMEDIATELY APPARENT AND APPRECIATED BY THE MISSION MEMBERS WHO AS A CONSEQUENCE OF THE PREPARATION ENJOYED A FULL SCHEDULE OF APPOINTMENTS IN THE EXCELLENT BIC DURING BOTH DAYS IN MEDELLIN. THE COMMERCIAL UNIT ALSO PROVIDED EXCELLENT SUPPORT TO THE MISSION THROUGHOUT ITS STAY.

2. THE COOPERATION OF THE BPAO AFFORDED EXTENSIVE PRE-ARRIVAL MISSION PRESS PUBLICITY AND AN EXCELLENT PRESS INTERVIEW ENGAGING ALL MISSION MEMBERS AND RESULTING IN A SIX COLUMN ARTICLE ON THE ECONOMIC PAGE OF THE PRESTIGIOUS LOCAL NEWSPAPER EL COLOMBIANO. THE BPAO ALSO PROVIDED ADDITIONAL SECRETARIAL AND TRANSLATION ASSISTANCE IN THE FORM OF 7 TOURISM TRAINEES FROM THE BI-NATIONAL CENTER WHO WERE PRESENT THROUGHOUT THE MISSION'S VISIT.

3. THE MISSION WAS HONORED AT A LUNCHEON HOSTED BY THE LOCAL TEXTILE INDUSTRY THROUGH THE AUSPICES OF THE NATIONAL ASSOCIATION OF INDUSTRIALISTS (ANDI) AT THE EXCLUSIVE UNION CLUB. THE CONSUL HOSTED A RECEPTION AT HIS RESIDENCE WHICH BROUGHT OUT THE SENIOR EXECUTIVES OF THE TEXTILE INDUSTRY, INCLUDING THE PRESIDENTS OF COLOMBIA'S THREE LARGEST TEXTILE FIRMS, EXECUTIVES WHO ORDINARILY MIGHT NOT BE EXPECTED TO MEET WITH MISSION MEMBERS. THIS EXTRA EFFORT WAS APPRECIATED BY THE MISSION.

4. THE MISSION'S OWN RECEPTION WAS ALSO WELL-ATTENDED AND AFFORDED FURTHER BUSINESS CONTACTS.

5. SEVERAL MISSION MEMBERS REPORTED VERY PROMISING SALES OPPORTUNITIES IN THE SHORT-TERM WHICH COULD AMOUNT TO SEVERAL HUNDRED THOUSAND DOLLARS. MEMBERS REPORT THE 12 MONTH SALES PROJECTIONS ARE VERY PROMISING.

6. THE CONSULATE WOULD LIKE TO ADD FOR ITS PART THAT THE SUCCESS OF THE MISSION WAS IN LARGE PART THE RESULT OF USDOC PREPARATION AND THE LEADERSHIP OF MISSION DIRECTOR DONOHUE. THE CONSULATE COMPLIMENTS USDOC ON PUTTING TOGETHER A LARGE EXPERIENCED AND HIGHLY PROFESSIONAL TRADE MISSION COMPOSED

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OF THE MOST IMPORTANT COMPANIES IN THE TRADE REPRESENTED BY EFFECTIVE AND WELL-KNOWN COMPANY OFFICERS. ALSO THE CONSULATE EXPRESSES ITS APPRECIATION FOR THE EXTREMELY EFFECTIVE LEADERSHIP OF MISSION DIRECTOR DONOHUE WHO KEPT THE MEMBERS PULLING TOGETHER WITH GOOD ESPRIT DE CORPS UNDER AN EXACTING SCHEDULE. COOPER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740150-0534
From: MEDELLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740657/aaaabwic.tel
Line Count: 113
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUL 2002 by phillir0>; APPROVED <13 JAN 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US SPECIAL TRADE MISSION, TEXTILE MACHINERY AND EQUIPMENT FROM TRADE MISSION DIRECTOR AND CONSUL
TAGS: BEXP, CO
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005